

MARKET INFORMATION

1. Preliminary retail market and product viability analysis.
2. Price and Competition Analysis/Study – One Time or On-Going
 - a. Wholesale
 - b. Retail
3. Market Size Determination – Differentiate size and importance of retail vs wholesale vs. Professional/other.
 - a. Without Model Creation
 - b. With Model Creation
4. Surveying of consumers about buying tendencies and interest in your product
5. Surveying of buyers about interest or viability of products
6. Obtain annual competition product/origin importation info by importation

SALES AND CHANNEL STRATEGY

7. Channel Market Strategy Analysis.
 - a. Current Sales Strategy Analysis.
 - b. Future Sales Strategy Development (new to market)
 - c. Channels and getting product to Channels & Clients
8. Guideline development for strategies (one time or on-going)
 - a. Zero or US border sales to Direct Imports
 - b. Direct Imports to Replenishment Sales
 - c. General Import and Shipping Operations
 - d. Service Center and Guarantee Development Strategies/Services

PARTNER SEARCH

9. Location of an appropriate or several appropriate reps or distributors
 - a. Retail
 - b. Wholesale
 - c. Types of Searches.
 - i. Standard Basic Search
 - ii. Interview candidates and provide feedback to US sales persons
 - iii. Interview, negotiate, write-up agreement for US sales persons
 - iv. Monitor rep/distributor until first sale or initial sales goal met
10. Client/Buyer and Business Development
 - a. Direct Sales (no rep) Business Development
 - b. Assist with Mfg-Rep business development.
11. Monitor identified or current reps or distributors

GENERAL TRADE ASSISTANCE

12. Customs, Tariff, Quota, and other product related importation analysis
13. Product Certification and Label and Guarantee Pre-Certification NOM Services
 - a. NOM Process identification
 - b. Guarantee/POP/Label Development or Review
 - c. NOM processing
14. Product Regulatory and Legal analysis and problem solving
15. General process/business and contract legal review and development
16. Collection Services for Direct Sales Efforts (Regular and/or Delinquent)
 - a. Delinquent and Regular

REPLENISHMENT SALES TRANSITION/ASSISTANCE

17. Incorporation Services for replenishment sales requirements
18. Accounting Services with incorporation for replenishment sales requirements (with incorporation or company with no employees).
19. Invoicing and Banking Services (with incorporation or company with no employees)
20. 3PL and warehousing options

BACK OFFICE SERVICES AND ASSISTANCE

21. Back Office Support
 - a. Before Sales Support Activities
 - b. After Sales Support Activities
 - c. Other Back Office Services

